Why collect this data?
- If you want to make informed choices when designing mobile devices it is necessary to know how current devices are used
- It is difficult to know what people do with their smart phones
- Diary studies cover only small numbers of people and often suffer from omissions and low level of detail
- Network operators know some aspects of your phone use, but don’t have the ability to characterize modern smartphone use well

How do we protect Personal Data?
- Hashing & aliases protect identifying data
- In-app overview of last sampled data
- There is in-app information about the possible privacy implications of sharing data
- A periodic reminder ensures that users are aware that their data is being collected
- Users can specify that they want their data to be released to University of Cambridge only
- Different types of data can be excluded from a publicly shared dataset
- There is a 3 month period where users can review their data before it is published.
- If the user is concerned about the privacy impact of sharing the reviewed data they can change sharing preferences or withdraw from the study entirely.
- We will delete all data on request

What is the Motivation for contributing?
- Participate in research
- Get statistics about your own phone use
- Analyze your usage history on the website and compare yourself with other people
- Find new applications based on your usage
- Get phone tariff recommendations based on your past usage behavior

Participate!